



## DATCP To Preview New Food Safety Resource at Farm Tech Days

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MADISON – The Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP) will preview a new on-farm food safety resource at Farm Technology Days on July 12 – 14 in Marathon County. Visitors should come to the *Sell Local, Sell Safely* booth in the Progress Pavilion to learn more about this new resource.

“This web-tool was created as part of a larger project to assess the food safety needs of fresh fruit and vegetable growers in Wisconsin,” said Steve Ingham, DATCP’s Food Safety Division Administrator. “By identifying challenges, we were able to provide resources to make on-farm processing safer, so consumers can buy local with confidence, and growers can be more competitive in the marketplace.”

The web-tool will be available on the [datcp.wisconsin.gov](http://datcp.wisconsin.gov) website in July. There are resources and tools available for a wide variety of growers. This web-tool offers a great starting point for a food safety plan. Information can assist with developing standard operating procedures for handling, packing, storing, and distributing fresh produce.

The web-tool offers assistance when reaching out to new institutional and retail buyers. If your buyer requires a food safety certification or audit, the web-tool provides an overview of what is needed and links to third-party auditors. The web-tool also explains state and federal food safety requirements.

Visitors to the *Sell Local, Sell Safely* booth can try the web-tool. They can also learn about food safety regulations for other types of food businesses, as well as about marketing and business planning.

The booth will be one of many DATCP displays at the Farm Technology Days in Marathon County. Also in the Progress Pavilion will be information and staff to answer questions about producer security, the Wisconsin Agricultural Statistics Service, animal health, and the Wisconsin Farm Center. Booths featuring the Value Added Dairy Initiative (VADI) and nutrient management services will be in the Applied Technology Tent.

Another new addition to Farm Technology Days this year will be DATCP’s Consumer Protection in the Family Living Tent. This display will include interactive opportunities for all ages to learn how to best protect your family.

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